



ANOTHER RETARGETING SUCCESS STORY

[FENCING CONTRACTOR]

GEO-TARGETING: [WI]

HIGHLIGHTS

TALKING POINTS

- Retargeting contributes 12% of conversions
- Cost per conversion is 23% of regular campaigns
- Search campaigns included branded search which weakens the comparison
- Campaign running for 1 year now.
- Monthly budget \$1k

CLIENT GOAL:

\$30
CPL

OUR RESULTS:

\$4.50
Retargeting
CPA

RESULTS

Average CPA is
\$20.81
across the
account as a
whole

Retargeting performance is highly dependent on the volume and quality of inbound visitor traffic to the website.

PERFORMANCE DATA

NETWORK PERFORMANCE COMPARED TO PREVIOUS MONTH

04/01/2019 - 04/30/2019

Network	Data Source	Imprs.	Clicks	CTR	CPC	Total Convs.	Total Conv. Rate	Cost / Tot. Conv.
Display Network	Google Adwords	10,733 ▲ 162.42%	38 ▲ 137.50%	0.35% ▼ -9.50%	\$0.71 ▲ \$0.28	6.00 ● 0.00%	15.79% ▼ -57.89%	\$4.50 ▲ 295.47%
Search Network	Google Adwords	2,419 ▲ 50.72%	151 ▲ 17.05%	6.24% ▼ -22.33%	\$6.99 ▼ \$-0.89	53.00 ▼ -15.87%	35.10% ▼ -28.13%	\$19.91 ▲ 23.44%

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AD EXAMPLES

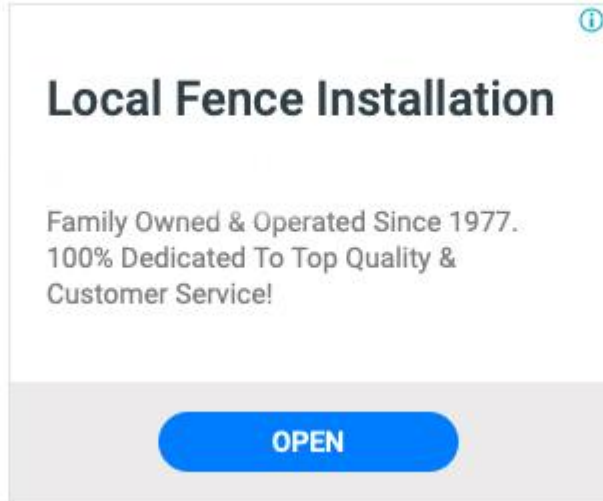


Example of your image ad at 300x250



The image ad features a photograph of a wooden fence. Below the image is a brown banner with the text "Local Fence Installation". Underneath the banner, the text reads "Family Owned & Operated Since 1977. 100% Dedicated To Top Quality & Customer Service!". A circular button with a white right-pointing arrow is located at the bottom right of the ad.

Example of your text ad at 300x250



The text ad has a white background with a blue "OPEN" button at the bottom. The text reads "Local Fence Installation" in bold, followed by "Family Owned & Operated Since 1977. 100% Dedicated To Top Quality & Customer Service!".

Example of your native ad at 300x250



The native ad features a photograph of a wooden fence. Below the image, the text reads "Offering Industry Best Warranty & 5 Yr Guarantee. Call for Free Estimate." and "Visit Site >".

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